

**APPROVED SUMMARIZED MINUTES
SCOTTSDALE CHANNEL 11 PROGRAMMING COMMISSION
REGULAR MEETING
WEDNESDAY, DECEMBER 2, 2009**



**City Hall Kiva
3939 N. Drinkwater Boulevard
Scottsdale, AZ 85251**

Call to Order

Chairman Whitmer called to order the first meeting of the Channel 11 Programming Commission on Wednesday, December 2, 2009 in the Kiva, City Hall at 12:02 P.M.

Roll Call

A formal roll call confirmed members present as stated below, noting the presence of a quorum.

Present:

Chairman R. Lamar Whitmer

Commissioners Barry Kluger, Peter P. Klute, Robert Krahman, Debra Ann Ott, Virgil Renzulli, Wayne Rowan

Also Present:

Assistant City Attorney Kay Cooper

Video Production Manager Dennis Grzelak

1. Approval of Bylaws – Review and Adoption of Commission Bylaws.

Commissioner Ott asked about whether the City Council had taken any action at the December 1, 2009 Council Meeting regarding ten day posting requirements for meeting agendas and agenda materials. Chairman Whitmer replied that no decision had been made.

**COMMISSIONER KRAHMAN MOVED TO ADOPT THE BYLAWS AS PRESENTED.
COMMISSIONER KLUGER SECONDED THE MOTION. THE MOTION WAS APPROVED
SEVEN TO ZERO (7-0).**

NOTE IN ACCORDANCE WITH PROVISIONS OF THE ARIZONA REVISED STATUTES THE SUMMARIZED MINUTES OF CHANNEL 11 PROGRAMMING COMMISSION MEETINGS ARE NOT VERBATIM TRANSCRIPTS. ONLY THE ACTIONS TAKEN AND DISCUSSION APPEARING WITH QUOTATION MARKS ARE VERBATIM.

(This first-page footer language is optional and does not have to be used in board/commission/committee minutes.)

2. Discussion and possible action on the mission and objectives of the Channel 11 Programming Commission.

Commissioner Krahman recommended using the document presented to the Mayor from the Mayor's Advisory Committee on Channel 11 as an outline. Commissioner Krahman commented on using surveys to benchmark Channel 11 viewership. Chairman Whitmer agreed that measurement is important.

Chairman Whitmer encouraged the public to come forward with their ideas and comments. Chairman Whitmer recommended the formation of a subcommittee to look at policy and guidelines, and would like to see a community issues program on Channel 11.

Commissioner Renzulli wants to look at what Channel 11 can do to find its niche, to make sure production value is professional, and to have consistency in program times.

Commissioner Kluger agreed with Commissioner Renzulli with regards to destination programming, and commented on the need to market the programs. Commissioner Kluger stated the need to narrow down the genres of programs the Commission wants to create, and to look at how the Commission's ideas may affect Channel 11 staff workload. Commissioner Kluger commented on the need to look at how to execute and fund the Commission's ideas. Chairman Whitmer agreed with Commissioner Kluger.

Commissioner Ott suggested looking at budgets, fund raising, setting up a foundation and looking for partnerships. Commissioner Ott commented on making Channel 11 programming solely pertaining to Scottsdale.

Commissioner Klute commented on the availability of program listings and whether residents know where to find them. Commissioner Klute stated that because Channel 11 is streaming on the internet, it can be used as a tool to attract visitors and businesses from outside of Scottsdale.

Commissioner Rowan agreed with the need for professional production value and having budget to upgrade equipment to promote Scottsdale on Channel 11. Commissioner Rowan would like to cover city issues on Channel 11. Commissioner Rowan would like to see citizens have an opportunity to express their opinions on Channel 11 in a short program segment and to promote more Scottsdale events. Chairman Whitmer concurred.

Commissioner Kluger suggested forming a subcommittee to look at the Channel 11 business model and see what changes can be made to increase funding for the Channel 11 budget.

Chairman Whitmer asked Assistant City Attorney Kay Cooper to talk about her research in the area of establishing a foundation to help support Channel 11. Kay Cooper said that it is difficult to give legal advice unless there is a more specific model or models for programming and funding. Programs are limited to non-commercial uses, but there is some room to expand programming. Kay Cooper said that she has not seen anything that would prohibit seeking out additional funding and that it must be clear that it cannot be a "quid pro quo" arrangement. Credits are acceptable if they follow certain guidelines. More specific information is needed before specific legal advice can be given.

Commissioner Klute spoke about expanding production through the use of school groups and students, as well as working with other organizations in the city.

Chairman Whitmer said that he wanted to talk about setting objectives, noting that two subcommittees had already been suggested: one for programming and one for funding.

Commissioner Kluger wants the recommended foundation subcommittee to work on a list of Scottsdale businesses or organizations to ask for donations that could qualify for credits. Commissioner Kluger said that the recommended foundation subcommittee should focus on funding.

Commissioner Renzulli said that the recommended programming subcommittee needs to be aware of formats. Commissioner Renzulli commented that event coverage can be relatively inexpensive, but post production can be time consuming. Commissioner Renzulli stated that if student productions are used, a mechanism would be needed to evaluate the quality of content and production. Commissioner Renzulli suggested designating a person or forming a subcommittee to look at sharing facilities with other entities.

Chairman Whitmer said that they need to seek additional funding from the City Council, determine how much money to ask for and how that money will be used. Chairman Whitmer feels strongly about having a community issues show and having a foundation. Chairman Whitmer talked about having additional funds for unanticipated costs associated with the Commission itself, such as taking minutes. Chairman Whitmer said that there are probably three immediate goals: the foundation subcommittee, a subcommittee on policy, programming and partnerships, and the appropriation request.

Commissioner Rowan suggested working on a marketing plan. Chairman Whitmer concurred and said that the issue is getting someone to do it, either on staff or an outside contractor. Chairman Whitmer is thinking about asking for fifty-thousand dollars for the rest of this year, and one hundred-thousand dollars for next year. Commissioner Kluger recommended outlining the responsibilities for that person before asking for additional money. Chairman Whitmer concurred and stated that he would like to see someone put it together as it relates to the foundation and an outside contractor to set up the community issues program. Chairman Whitmer also stated that delineating the money would come later. Commissioner Kluger jokingly stated that he would resign the Commission and take that job. Chairman Whitmer reminded Commissioner Kluger that there is a one year waiting period before he could do that.

Commissioner Renzulli agreed that the community issues show is important. Commissioner Renzulli stated that the cost of the show should be investigated, and whether money should be invested in just this one show or spread out among various shows. Commissioner Renzulli wants to know what is the least expensive way to produce the show. Commissioner Klute suggested that the initial work in these areas be done by the recommended subcommittees and then have staff polish this work for presentation to Council when asking for additional appropriations. Commissioner Klute agreed that an outside person should work on the community issues show. Chairman Whitmer concurred. Chairman Whitmer stated that there would probably be an RFP process to procure the services of an outside contractor, which could take two to three months. Chairman Whitmer suggested setting up a subcommittee on the foundation, a subcommittee on policy, guidelines and partnerships, requesting the appropriation and asking Video Production Manager Dennis Grzelak to work on the formal request to Council. Commissioner Ott said that the first thing to focus on is the programming subcommittee and putting together a programming format and how much that would cost.

Commissioner Kluger suggested asking the Channel 11 staff for ideas and input. Dennis Grzelak said that existing staff could do the community issues show, but an outside moderator/host would be needed. Mr. Grzelak suggested doing a viewer survey to give potential donors viewership information. Mr. Grzelak estimates that a 500-caller survey could cost approximately fifteen-thousand dollars. Commissioner Ott asked if the survey could also be done on-line. Mr. Grzelak replied that it could be looked into.

Commissioner Krahman said that it sounds like there needs to be three subcommittees: one for funding and partnerships, one for projects like community outreach, and a third working on policy. Commissioner Renzulli stated that there is a lot of overlap in those areas and suggested having a work session to figure out how to divide these groups up.

Commissioner Kluger asked Assistant City Attorney Kay Cooper what the rules are with regards to open meetings and work study groups. Kay Cooper replied that any work study groups or subcommittees are subject to open meeting laws.

Commissioner Krahman said that a work study session is needed since not everyone on the Commission was a part of the original Advisory Committee. When the subcommittees are formed, Commissioner Krahman wants the following topics to be considered in that process: web capabilities, Channel 11 capabilities and legal restrictions from the Cox and Qwest franchise agreements.

Commissioner Renzulli wants to look at marketing, at what Scottsdale Channel 11 stands for.

Chairman Whitmer asked Dennis Grzelak to investigate the scope and cost of contracting out for a host and producer for the community issues show. Dennis Grzelak replied that he would look into it. Chairman Whitmer asked if there would need to be an RFP. Dennis Grzelak said that he would do some preliminary research before doing an RFP. Chairman Whitmer said that he would like that information for the work study session.

COMMISSIONER RENZULLI MADE A MOTION TO HOLD A WORK STUDY SESSION TO DISCUSS THE ORGANIZATION AND STRUCTURE OF SUBCOMMITTEES FOR EXPLORING A MONETARY FOUNDATION, PROGRAMMING ISSUES, AND POLICY ISSUES AT THE NEXT REGULARLY SCHEDULED MEETING TIME. Commissioner Renzulli said that he would like to see information on facilities, staffing, budgets and what Channel 11 currently produces at the study session. **THE MOTION WAS SECONDED BY COMMISSIONER OTT. THE MOTION WAS APPROVED SEVEN TO ZERO (7-0).**

3. Discussion and possible action on a request of supplemental funding from Scottsdale City Council for the Cable 11 Programming Commission operations, including establishing a monetary foundation.

This item was skipped.

Public Comment

There was no public comment.

ADJOURN FIRST REGULAR MEETING

With no further business to discuss, the first regular meeting adjourned at 12:43 P.M.

**SUMARIZED MINUTES
SUBMITTED BY:**

Amanda Willis

REVIEWED BY:

**Dennis Grzelak
Video Production Supervisor**